





2017 RAGBRAI XLV



Licensing Along the Ragbrai Route

There are four ways in which alcoholic beverages may be lawfully sold and served along the Ragbrai route:

-  5-day licenses
-  Outdoor service extension to existing license
-  License transfers
-  Existing licenses

By July 7, 2017, end of business, all new and update applications must be submitted online for review by the Alcoholic Beverages Division

Five-Day Licenses



Types

- Class B Beer Permit – beer & coolers
- Special Class C Liquor License – beer, wine & coolers
- Class C Liquor License – liquor, wine, beer & coolers



To Apply


- Electronically at <https://abd.iowa.gov>
- Contact dramshop insurance carrier
- Contact local authority
- Effective date must allow for delivery of product to licensed premises


Five-Day Licenses

Entire premises is outdoors



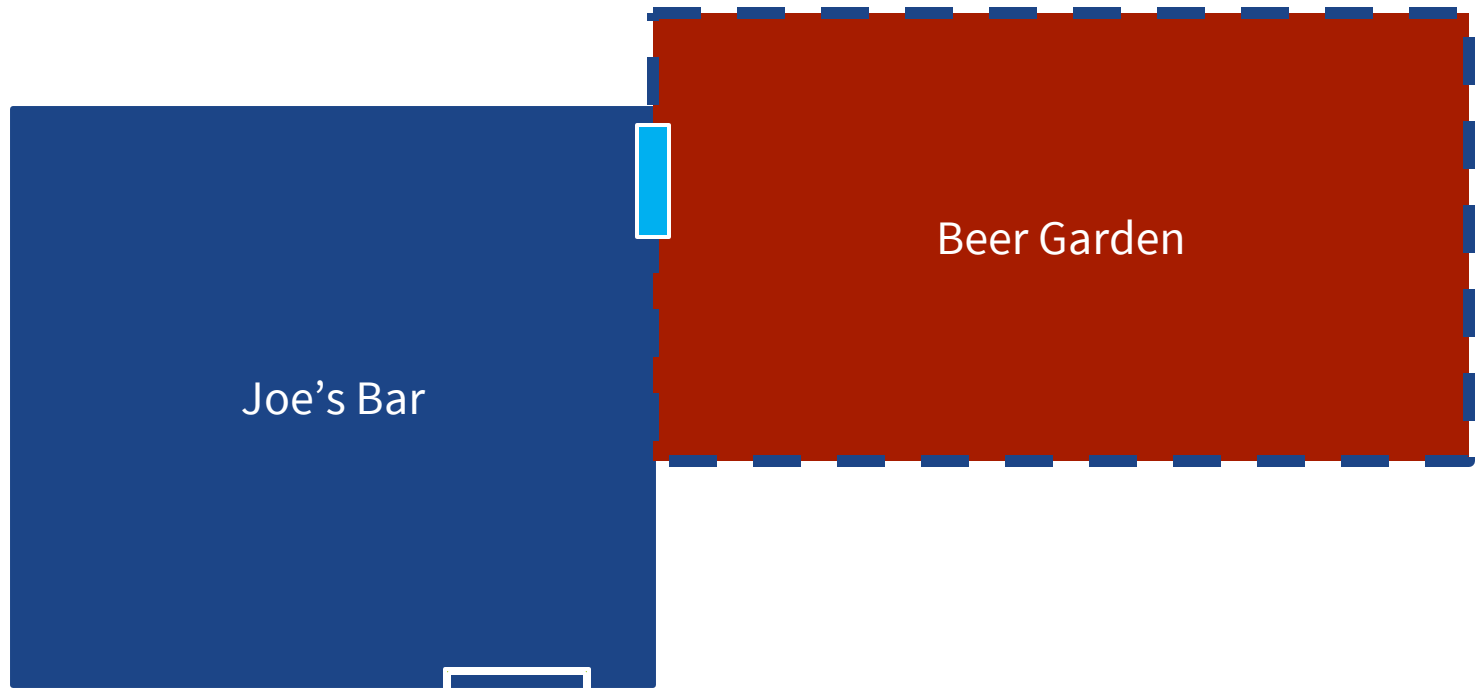
Outdoor Service Areas

-  Important Information
 - Discernable area (fenced, barricaded, etc.)
 - Attached to existing licensed premises
 - Only products permitted by license may be served


-  To Apply
 - Electronically at <https://abd.iowa.gov>
 - Contact dramshop insurance carrier
 - Contact local authority


Outdoor Service Areas

Discernable, Attached Area





License Transfers


-  Important Information
 - Within same local authority jurisdiction
 - 24 hours minimum
 - No selling or serving at original location
 - Only products permitted by license may be served

-  To Apply
 - Electronically at <https://abd.iowa.gov>
 - Contact dramshop insurance carrier
 - Contact local authority

Considerations

-  Food License- Department of Inspections & Appeals
 - 515-281-6538

-  Social Gambling License- Department of Inspections & Appeals
 - 515-281-6848

-  Sales Tax Permit- Department of Revenue & Finance
 - 800-367-3388
 - 515-281-5777

Laws & Regulations



Age to Serve

- 18 & older
- No exceptions
- Local ordinances apply



Legal Drinking Age

- 21 & older
- ID
- If in doubt, do not serve



Intoxicated Persons

- If in doubt, **No Service**

I-PACT



Iowa Program for Alcohol Compliance Training

- Free to Users
- Available 24/7



Why should I have my employees take the training.

- License holders who participate in the I-PACT training are granted an affirmative defense which may be used once in a four-year period. (Cannot be used if sale was to minor under 18)
- License holder may avoid civil prosecution if a sale-to-minor violation occurs at their licensed establishment. (Employee must have been I-PACT trained)
- If the license holder is eligible to avoid the civil penalty, the guilty employee will still be subject to the criminal fine and their I-PACT certification will be revoked.

Hours of Sale



Monday – Saturday

6:00 AM – 2:00 AM



Sunday

8:00 AM – 2:00 AM

A Sunday sales privilege is required for selling and serving alcoholic beverages on Sunday.

Laws & Regulations



Buying Product

- Beer & Coolers → Beer Wholesaler
- Wine → Wine Wholesaler
- Liquor → Class E Liquor Licensee

Laws & Regulations



Advertising

- No brand names on exterior of the licensed premises
- Brand names may be advertised on the inside of the licensed premises (inside the premises showing through the window)
- Branded patio umbrellas and signs that face inward in an outdoor service area are allowed



Infusing

- Mixing liquor with other alcohol and non-alcohol products (EX: bloody marys, margaritas, apple pie shots, jello shots)
- 72 hours to consume or destroy
- Labeling & record keeping requirements

Laws & Regulations



Wholesalers May Not

- Give or pay for furnishings, fixtures, equipment used in storing, dispensing, handling alcoholic beverages and food (includes tapper wagons and glassware)
 - May sell disposable glassware
- Extend credit for product
- Contribute money to retail licensee (including non-profits)
- Assist with selling/serving alcoholic beverages
- Violation to both wholesaler & retailer



Criminal Penalties for Violations



Sales – To – Minor Violations

- Criminal fines (against seller)
 - \$1,500 criminal fine – licensee
 - \$500 criminal fine – agent or employee

infusion, bootlegging, advertising, trade practice violations

- serious misdemeanor violation

Administrative Penalties for Violations



Sales-to-minor Violations

➤ Administrative sanctions (against licensee)

- 1st - \$500.00
- 2nd - 30 – day suspension + \$1,500
- 3rd – 60-day suspension + \$1,500
- 4th – revocation
 - No license to person – 2 years
 - No license to premises – 1 year

Infusion, bootlegging, advertising, trade practice

Summary Suspensions



Immediate Suspension

- Prevent or avoid immediate danger to public's health, safety and welfare.
- Licensee has due process rights, however, no selling or serving until final disposition of the matter.

Suggestions



Suggestions

- 2 hour shifts
- Servers – no drinking
- No gallon containers
- No more than two drinks at a time
- Keep fence intact

Questions

Contact Information

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More information can be found at <https://abd.iowa.gov>